

**REMARKS**

**I. Status of the Claims**

The Office Action indicates claims 1-32 to be pending in this Application, with the Office Action indicating claims 1-28 and 32 to be withdrawn from consideration. With this response, claims 29 and 31 are amended. No new matter has been added.

Claims 29-31 are rejected under 35 U.S.C. 102(e) as being anticipated by Slik (U.S. Patent No. 7,028,071).

Claim 29 is independent.

**II. Amendment of Independent Claim 29**

The Office Action states:

“... after a thorough review of Applicant’s specification, the Examiner requests that Applicant add more details into the claims, to distinguish the claimed invention from the prior art reference. For example paragraph 0006 of Applicants publication indicates the invention is a datacast system utilizing DVB-T network and paragraph 0042 discusses ‘scheduling intelligence module’”  
(see Office Action p. 3).

With this response, Applicants amend independent claim 29 in accordance with the Office Action’s request. No new matter has been added.

Applicants respectfully submit that Slik fails, for example, to disclose, teach, or suggest:

“... one or more datacast transmission devices associated with at least one of the modules,

wherein one or more blocks corresponding to one or more content providers are marked as reserved, and

wherein one or more assigned identifiers corresponding to one or more of the blocks are forwarded to one or more of the content providers”

as set forth in claim 29 as amended herewith (emphasis added).

In view of at least the foregoing, Applicants respectfully submit that claim 29 at least as amended herewith, as well as those claims that depend therefrom, are in condition for allowance.

### **III. Dependent Claim Rejections**

Applicants do not believe it is necessary at this time to further address the rejections of the dependent claims as Applicants believe that the foregoing places the independent claim in condition for allowance. Applicants, however, reserve the right to further address those rejections in the future should such a response be deemed necessary and appropriate.

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**CONCLUSION**

Applicants respectfully submit that this application is in condition for allowance for which action is earnestly solicited.

If a telephone conference would facilitate prosecution of this application in any way, the Examiner is invited to contact the undersigned at the number provided.

**AUTHORIZATION**

The Commissioner is hereby authorized to charge any fees which may be required for this submission, or credit any overpayment to Deposit Account No. 13-4500, Order No. 4208-4026.

Furthermore, in the event that an extension of time is required, the Commissioner is requested to grant a petition for that extension of time which is required to make this response timely and is hereby authorized to charge any fee for such an extension of time or credit any overpayment for an extension of time to the above-noted Deposit Account and Order No.

Respectfully submitted,

MORGAN & FINNEGAN, L.L.P.

Dated: July 26, 2007

By:

A handwritten signature in black ink, appearing to be 'Angus R. Gill', written over a horizontal line.

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